

TO: Governor
FROM: John Arledge
DATE: December 21, 2004
SUBJECT: Television interviews

While the words you choose in television interviews are always flawless, I wanted to make some suggestions in another area of your interviews. It may sound trivial but studies confirm that the appearance of an individual on video is as much a factor in the viewer's response as the words that individual uses.

With this in mind, I think it would be smart for you to consider ordering new dress shirts that are a half-inch wider at the neck and have a slightly larger collar. This tends to thin the face and neck. It would also be useful to have an equal number of both French-cuff and regular button sleeves to alternate depending on the event (i.e. Metro Jackson Chamber versus Ripley Rotary). I also think a new set of bold, solid ties would serve you well given the number of speeches you give throughout the year.

I mention this now because I understand you order tailored clothes from a custom clothier in D.C. It may be convenient to schedule a fitting while you are there for the Inauguration.

Beyond wardrobe, it is important to remember that when you discuss negative issues on TV next year (i.e. education funding, Medicaid cuts, the Partnership, state employee layoffs), your smile and demeanor will do more to convey compassion and concern for the given subject than anything you can say. It will also significantly lift your face on camera.

These suggestions should only enhance your ability to communicate effectively on television next year.